

Census Survey Outreach Group Working Timeline

2005

Progress to Date

- Census Survey Outreach Group formed.
- Recruiting efforts begun.
- City of Phoenix media subcommittee begins media efforts. Census logo & tagline developed.
- Census Web site goes live online @ www.Census2005.com

March

- Work with Census Survey Oversight Subcommittee (CSOS) members to get 10 hard copies of mayor letters (5 English, 5 Spanish) on City letterhead to Heidi Pahl at MAG by March 14, 2005. The letters will accompany the Census Survey and should be dated August 30, 2005. A test run will be conducted in April.
- Publicize recruiting efforts wherever possible.
- Form local Complete Count Committees and subcommittees.
- Publicize Web site.
- Begin utilization of logo and tagline.
- Identify regional versus local efforts.
- Schedule informational meetings in each community.
- Identify funding for publicity campaign.
- Identify potential sources of support for publicity.
- Create calendar of local events for your jurisdiction.

April

- Local subcommittees begin work.
- Identify major groups who will be affected by census survey results.
- Identify traditionally undercounted groups.
- Develop local contact lists of organizations, community centers, homeowner associations, community newspapers and other groups.
- Check to see if local celebrities/high profile leaders/elected leaders would assist with publicity.
- Make initial contact with support groups.
- Identify local promotional activities such as a fun run, etc.
- Check into feasibility of doing PSAs/ads and associate costs.
- Begin developing local publicity materials.

May-July

- Develop press packets for community newspapers and local press.
- Localize publicity materials including brochures, posters, bookmarks, flyers, fact sheets, promotional items, letterhead, advertisements.
- Continue recruitment efforts.

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- Distribute materials to identified groups (such as flyers to children enrolled in city summer programs).
- Coordinating with City of Phoenix, identify local grocery stores or other community centers on partnering possibilities.
- Pitch local media on local census-related efforts.
- Utilize PSAs developed by Phoenix on city cable channels.
- (July) Place Census stories in local utility bill inserts.
- Encourage citizens to write letters to the editor.

August

- Initiate high profile media outreach. Coordinating with City of Phoenix, identify all potential media and promotional opportunities.
- Record telephone on-hold messages.
- Major employer paycheck stuffers.
- Census PSAs in movie theatres.
- Flyers/information posted at community gathering points such as grocery stores, bowling alleys, swap meets, churches/temples/synagogues, etc.
- Weekly stories in community newspapers.
- Develop fact sheets regarding survey and publicize help phone numbers.
- Disseminate promotional materials to community partners, local jurisdictions and tribes to maximize regional coverage.
- Attend local events.
- Work with neighborhood groups/homeowners associations to get the word out.
- Conduct joint press conference with Valley mayors proclaiming September as Census Survey Month.
- Request announcements to be made by churches in newsletters and from the pulpit.
- Continue speaking to groups and make presentations.
- Ads in city newspapers or on city pages of daily newspapers.
- Target events and outreach activities to population groups with low response rates.
- August 29th the survey is mailed.

September-October

- Follow-up campaign begins with refined messages.
- Define follow-up tasks/calendar.
- Second-phase media outreach.
- On September 30, the second mailing to nonrespondents is sent.
- Telephone follow-up conducted in October.
- Print and broadcast “pleas” to send in survey.

October-November

- Final media push.
- Personal visit follow-up.

ATTACHMENT ONE

2006

January-May

- Review of Census outcome by Valley cities.

June

- Cities receive final output.